

Edmonton

**TRANSIT
GUIDE**



**EDMONTON TRANSIT
SYSTEM**

EDMONTON TRAN

RATES OF FARE, September 1953

Adults: 10c Cash

11 Tickets for \$1.00

~~8 Tickets for 75c~~

Owl fare after 12:30 a.m.—2 Tickets or 15c

Children: 5c Cash

~~10 Tickets for 50c~~

8 Tickets for 25c

TRANSFER REGULATIONS

A transfer will be issued, on request, only at the time of payment of fare. Transferring to another route will only be permitted at the first or last point of contact with the desired route. As service on feeder lines is not as frequent as on main lines, patrons transferring to a feeder line are advised to commence their journey sufficiently early to avoid missing connections with the feeder line. Transfers will not be accepted unless presented before expiry of time limit. In case of dispute, pay fare and report all facts re time, location, vehicle number to Superintendent's Office, Edmonton Transit System.

HOW TO SPOT THE RIGHT COACH OR BUS

Study this map and familiarize yourself with the various route numbers. Route numbers are mounted on the front and back of the vehicle.

TRANSIT SYSTEM

RIDE MORE BETWEEN 9:30 A.M. and 4:00 P.M.

Wise shoppers are arranging their shopping trips so that they will be using the Transit System in the off-peak period. By avoiding rush hours, shoppers do not encroach on the riding time of thousands of workers going to and from their jobs. Shoppers will find that by using the Transit System in the off-peak period they are getting a more economical use of the system—faster and more comfortable transportation.

CO-OPERATION AND GOOD SERVICE

Your Transit System is striving to provide the citizens of Edmonton with good transportation service. However, this is dependent upon mutual understanding and co-operation. We cordially invite you to assist us in our efforts by observing the following suggestions:

- Have your fare ready before you enter the coach, so that no delay may result in the boarding of your fellow passengers.
- If transfer is desired, ask for it when paying fare.
- Enter quickly and move to the nearest available seat **or to the rear of the vehicle. Please do not crowd the front portion of the coach—this only results in your vehicle being uneconomically loaded and subsequent passengers being passed up.**
- Hand unfolded transfer face up to the Operator.
- Signal for your stop in plenty of time—midway between stops.
- Always leave the vehicle by the centre exit doors.
- Do not converse with the Operator unless to make legitimate enquiries.

Ride the Bus for

ECONOMY



The City of Edmonton operates one of the finest transit systems in Canada — and its 11-for-\$1.00 fare is lower than that of most other Canadian cities. Yes, for little more than the price of two postage stamps, you can reach practically any part of Edmonton quickly, comfortably, and safely. Remember — 25 square miles of Edmonton has E.T.S. bus service within 3 blocks.

CITY TRANSIT BUS



Ride the Bus for

CONVENIENCE



Edmonton motorists have parking problems . . . traffic jams, delays, "no turn" intersections, annoying and costly little bumps and scrapes, parking tickets . . . etc. The E.T.S. offers convenience because it eliminates these problems for you! Besides, you can reach almost any of the more remote sections of Edmonton's 42½ square miles in not more than 25 or 30 minutes from city centre.

USES ARE YOUR SAFEST

Ride the Bus More

BETWEEN 10 and 4

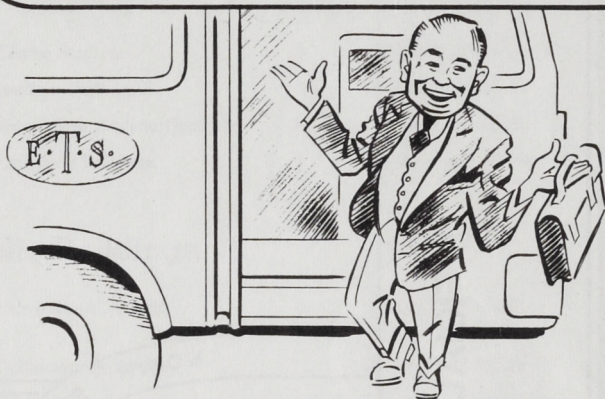


Don't compete for a seat! The E.T.S. transports over 36,000,000 passengers yearly — a daily average of about 100,000! During the morning and afternoon rush hours two-thirds of these passengers ride to and from work. So — the next time you go shopping or visiting — plan your time to avoid those rush hours. Remember . . . between 10 and 4 there's room galore!

T, CHEAPEST FORM OF T

Ride the Bus on

BUSINESS CALLS



Rest while you ride! Yes, take an E.T.S. bus and relax! You'll arrive fresh and alert — no hunting for an elusive parking spot—no nervous tension or traffic strain. Hundreds of Edmonton businessmen and businesswomen have found that, for those routine city business calls, there is no safer, quicker, or more economical way than an E.T.S. bus!

TRANSPORTATION

EDMONTON

The City of Edmonton, capital of the Province of Alberta, has a population of 183,500 and covers an area of about 42 square miles. Of this area, 2,146 acres have been set aside as public parks and playgrounds. Altitude of the city is 2,182 feet.

A 1950 survey showed that there were 48,295 dwelling units in the city, 5,060 places of business and 71 schools.

The airport comprises 750 acres with 664,036 square yards of concrete runways. Four major airlines and many charter trip companies operate out of this modern, \$12,000,000 airport, and flights from Edmonton connect with lines to Europe, the Orient and the Antipodes.

The University of Alberta

Edmonton is the seat of the University of Alberta, which has an enviable reputation in educational circles of the continent. Students from every part of the world come here to study, and enrollment is over 5,950 each year.

Edmonton Transit System

Your Transit System is owned and operated by the City of Edmonton, for the purpose of providing mass transportation at cost to the citizens of Edmonton.

Operation of the System, originally known as the Edmonton Radial Railway, commenced on November 8th, 1908. Conversion from railway to trolley coach and bus operation was completed in 1951 at a cost of $5\frac{1}{3}$ million dollars. During this 12 year program the transit fleet doubled the number of route miles operated in line with Edmonton's rapid growth and development. From year to year routes are being extended to serve additional areas, while funds are being spent to continue the modernization of the fleet. (In 1952 \$300,000 was spent for 12 new larger coaches).

The fleet of 184 vehicles travelled 5,140,000 miles, carrying 36 million passengers over 60 miles of routes in 1952. There are now about 29 square miles within one-quarter of a mile of established transit services— $\frac{2}{3}$ of the city's total area.

The Transit System has, however, lost a considerable number of off-peak riders so that now each coach picks up only 7 passengers per mile on the average. It is our earnest desire to encourage more passenger traffic in the off-peak hours, building up the "basic load," and making it possible to provide more frequent and improved service on the routes.

Operating costs in 1952 amounted to over 3 million dollars. Our objective is to hold operating expenditures so that minimum fares may be maintained. Improved service schedules mean increased operating costs, and can only be achieved by increased patronage at the present fare level.

—THE MANAGEMENT

P.S.—Just a reminder—the E.T.S. has buses available in the off-peak hours for charter service. Phone 71056 for particulars.

Places of Interest in Edmonton Easily

Hospitals . . .

	Routes	Nearest Bus Stop
Royal Alexandra Hospital	1	111 Ave. and 101 St.
	14	111 Ave. and 101 St.
General Hospital	5	Jasper Ave. and 112 St.
Misericordia Hospital	3	99 Ave. and 109 St.
University Hospital	1	85 Ave. and 109 St.
	11	84 Ave. and 112 St.

Public Golf Courses

Municipal	5 and 7	Jasper Ave. and 118 St.
Riverside	10	East end of Dawson Bridge

Swimming Pools

South Side	1	90 Ave. and 106 St.
Borden Park	2	112 Ave. and 76 St.
West End	5 and 7	Jasper Ave. and 118 St.
Victoria High School Pool	1	109 Ave. and 101 St.
Y.M.C.A. Pool	1 and 2	103 Ave. and 101 St.
	6 and 8	102 Ave. and 100 St.
Y.W.C.A. Pool	5 and 7	Jasper Ave. and 103 St.

Parks

Queen Elizabeth Park	1	90 Ave. and 106 St.
	6	90 Ave. and 99 St.
Victoria Park	3	97 Ave. and 109 St.
Whitemud Park	11	76 Ave. and 118 St.
Borden Park and Exhibition Grounds	2	112 Ave. and 76 St.
	13	118 Ave. and 75 St.
	7	115 Ave. and 82 St.

Accessible by Edmonton Transit System

Athletic Fields

	Routes	Nearest Bus Stop
Clarke Stadium	5	108A Ave. and 95 St.
Renfrew Park	1	96 Ave. and 103 St.
South Side Athletic Grounds	12	76 Ave. and 105 St.
Kingsway Ball Park	1	109 Ave. and 101 St.

Public Buildings

University of Alberta	3 11	89 Ave. and 112 St. 84 Ave. and 112 St.
Parliament Buildings	3	97 Ave. and 109 St.
Public Library	2, 5, 6, 7, 8	Jasper Ave. and 100 St.
Municipal Airport	14	Kingsway Ave. and 119 St.
City Hall	7 8	102 Ave. and 97 St. 102 Ave. and 100 St.

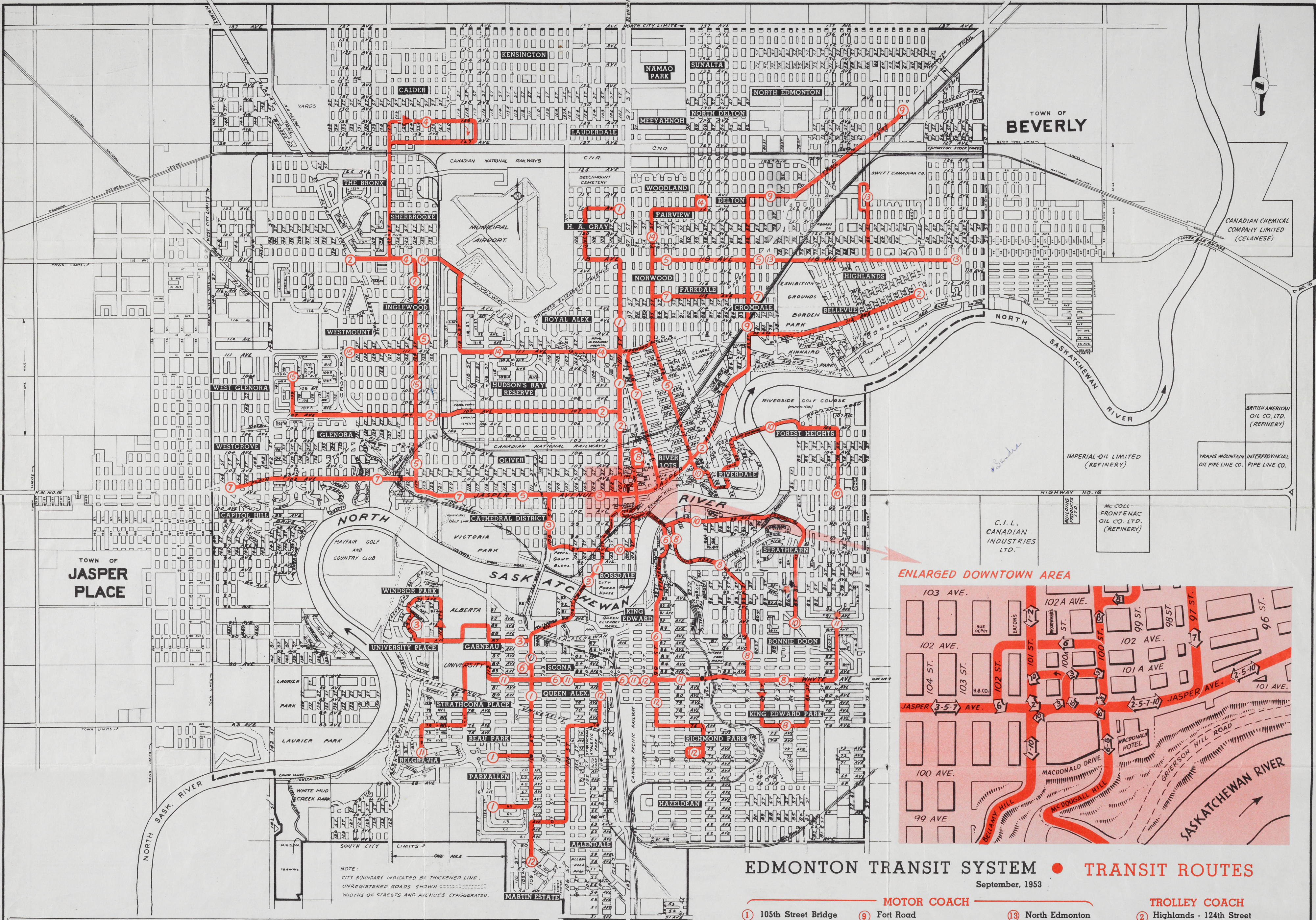
Art Galleries and Museums

Edmonton Museum of Arts	3, 5, 7 2, 5, 7, 8	98 Ave. and 105 St. Jasper Ave. and 100 St.
Parliament Buildings	3	97 Ave. and 109 St.
University Museum	3	89 Ave. and 112 St.

Railway and Bus Stations

C.P.R. Station (North)	3, 5, 7	Jasper Ave. and 108 St.
C.P.R. Station (South)	6, 11, 12	82 Ave. and 103 St.
C.N.R. Station	1 and 2 7 8	104 Ave. and 101 St. 104 Ave. and 97 St. 104 Ave. and 100 St.
Union Bus Depot	1, 2, 6 5 and 7	102 Ave. and 101 St. Jasper Ave. and 102 St.

9303-86A



OFFICIAL MAP OF THE CITY OF EDMONTON
SHOWING
STREET NUMBERS AND NAMES

EDMONTON TRANSIT SYSTEM • TRANSIT ROUTES
September, 1953

- | | | | |
|-----------------------|--------------------------------|-------------------|----------------------------|
| 1 105th Street Bridge | 9 Fort Road | 13 North Edmonton | 2 Highlands - 124th Street |
| 3 University | 10 Forest Heights - Strathearn | 14 111th Avenue | 5 95th Street - West End |
| 4 Calder | 11 Belgravia - 82nd Avenue | 15 Westmount | 6 Low Level |
| 8 Bonnie Doon | 12 Calgary Trail - Ritchie | | 7 Glenora - 115th Avenue |

Route numbers appear at front and back of coach; route names appear at front and side of coach.
FURTHER INFORMATION ABOUT TRANSIT ROUTES MAY BE OBTAINED BY PHONING 71056

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